



Communication Opportunities

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2007 Joint Venture Conference



Agenda



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- Efforts within the VA/DoD Joint Strategic Plan
 - Tactics
 - Helpful tips
 - How can we help you?



Communications within the JSP



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- Goal 1: Leadership, Commitment, and Accountability
 - Promote accountability, commitment, and performance measurement and enhanced internal and external communications through a joint leadership framework.
 - Objective 1.2
 - Improve stakeholder awareness of sharing and collaborative initiatives and communicate and promote results and best practices throughout the two departments



Specific Tactics from the Joint Strategic Plan



- Leverage existing websites to tell your stories
 - DoD/VA Program Coordination Office
 - www.tricare.osd.mil/DVPCO
 - AMEDD DoD/VA Healthcare Resources Sharing Program
 - <http://vadodrs.amedd.army.mil>
 - AF/SG DoD/VA Healthcare Resource Sharing Program
 - Web Site Under Development
 - NAVY/SG DoD/VA Healthcare Resource Sharing Program
 - Web Site Under Development

Department of Veterans Affairs

- www.va.gov



Specific Tactics from the Joint Strategic Plan



- Joint press releases or communication materials
 - Written in a coordinated way
 - Distributed separately
- Electronic Newsletter/List Serv
 - Share best practices and lessons learned
 - Incorporate news from all Services and the VA into one stream of information
- We rely on you!
 - Keep in touch with your Service representatives
 - Forward your best practices and good news



Tips and Tools

- Proactively talk about issues of mutual concern on a regular basis
- Develop a joint standard operating procedure to share talking points at the department and user/beneficiary level
- Make sure your PAOs know one another
 - Mitigating problems
 - Telling good news stories
- Roundtables for media
- Town Halls for the community
- Touch base internally on a regular basis
- Defer to a more appropriate point of contact if you are unsure of the answer or statistics



How can we help you...



- What do you need to effectively communicate with each other?
- What do you need to effectively communicate with your leadership?
 - Keep in mind, there are different levels of leadership
- What are your challenges and accomplishments?
- What has worked well for you?
- What challenges or concerns can we communicate back to our leadership?